



INDIA POST e-PATRIKA

Fourth Edition, 2023

*Last mile
delivery*



FOURTH EDITION

This is an initiative of Department of Posts, Ministry of Communications to highlight the important achievements and the best practices adopted by the Department.

This Patrika is published on quarterly basis and is available on India Post Website and Social Media Handles of the Department.

This is the Fourth Edition of e-PATRIKA which covers main initiatives / events / achievements of Department of Posts from October 2023 to December 2023.

REACHING THE UNBANKED



The core focus area for India Post Payments Bank (IPPB) has been the underbanked and unbanked areas of the country. IPPB has opened more than 8 crore accounts since inception out of which 75% are in rural India. One of the critical requirements in this segment of customers is access to affordable credit with minimal documentation. Hence, IPPB and Small Industries Development Bank of India (SIDBI) have executed an MoU on 11th Oct, 2023 to facilitate credit to small and micro enterprises and traders.

The tie-up between IPPB and SIDBI is intended to bridge the gap in credit delivery to micro enterprises by leveraging the complementary strengths of the organizations. **IPPB and SIDBI will test the partnership through a Proof of Concept (PoC) project, post which full-fledged roll-out would be planned.** The proposed partnership with SIDBI holds considerable potential to provide access to affordable credit to micro enterprises especially in rural areas.



Dak Chaupal - Dak Community Development Program



Pre-event promotional activity through rally at Balaghat Division – Madhya Pradesh



Dak Chaupal Event at Guntur, Andhra Pradesh

Department has taken the initiative of “Dak Chaupal” (Dak Community Development Program). Dak Chaupals go beyond traditional outreach efforts by providing on-spot services, offering citizens immediate access to essential Government services. These services include Aadhaar updation and enrolment, enrolling individuals as beneficiaries in Government Schemes such as PM Kisan Samman Nidhi etc. Further, the initiative facilitates the linking of Aadhaar with Ayushman Bharat Cards, opening of Sukanya Samridhi Accounts, etc. Dak Chaupals not only serve as platforms for service delivery but also as an opportunity to impart financial literacy by empowering individuals with knowledge about the available financial instruments and products.

The success of Dak Chaupals is reflected in its numbers as more than 5750 Dak Chaupals have been conducted nationwide, outreaching over 7.56 lakh people, with a commendable 40% female participation within a span of 3 months since its inception.

SPECIAL CAMPAIGN 3.0

Department of Posts participated in the Special Campaign 3.0 from 2nd October to 31st October 2023 for cleanliness and disposal of pending complaints and appeals

Cleanliness campaigns were conducted in 1,56,764 offices

Approximately 90,000 old files were weeded out

More than 89,000 public grievances and 1600 appeals were disposed of

Rs.1.51 crore revenue earned from sale of scrap



Wall Art at Leh City Post Office, J&K

Best practices emerging during Special Campaign 3.0

- Training module on Swachhta and LiFE
- Dissemination of Swachhta message through Wall-Art
- Creation of Staff Lounge (Vishrantika) at Dak Bhawan Annexe
- Felicitations of Safai Mitras



Under Special Campaign 3.0, Department of Posts revived around 1600 Sq. ft. space that was being used for storing condemned unserviceable items, by setting up **Vishrantika - The Staff Lounge**. This unique facility with games, magazines and comfortable seating to help staff relax and rejuvenate, was inaugurated on 31st October, 2023 in the presence of Secretary (DARPG). Vishrantika is also being used for small get together and events.



**Felicitation of 'Safai Mitra' at
Kolkata GPO**

As part of Special Campaign 3.0, Safai Mitras were honoured and appreciated. 'Thank You Safai Mitra' postcards, certificates of appreciation, and gifts were distributed through Post Offices to acknowledge their contributions.

These initiatives and practices reflect a concerted effort by the Department of Posts to promote cleanliness, community involvement, and employee's welfare, contributing to a more efficient and engaged work environment.

GOOD GOVERNANCE



Department of Posts participated in the Exhibition organized by DARPG to mark the inauguration of the Good Governance Week on 19th December, 2023 and showcased Department of Posts' wall during the Exhibition.

Department of Posts also participated in a panel discussion on 25th December 2023 on **Rajya Sabha Channel of Sansad TV** in which the Department's performance and achievements over the last three years under Special Campaign was presented.

PHILATELY

Commemorative Postage Stamps issued during October, 2023 to December, 2023

October, 2023

- 500th Birth Anniversary of Rani Durgavati – 05.10.2023
- Hemachandra Vikramaditya – 07.10.2023
- 50 years of establishment of Diplomatic Relations between India and Vietnam- 16.10.2023
- 125th anniversary of the Scindia School – 21.10.2023
- Arvind N. Mafatlal – 27.10.2023



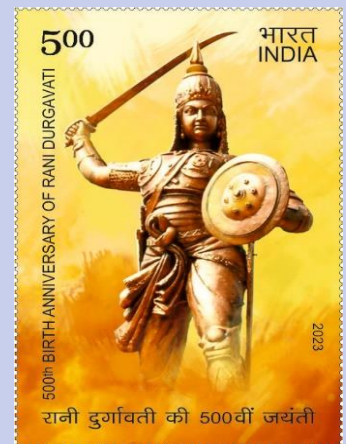
November, 2023

- 75th Anniversary of Diplomatic Relations between India and Mauritius – 02.11.2023
- Platinum Jubilee (1948-2023) Raman Research Institute – 07.11.2023
- 525th Birth Anniversary of Meera Bai – 23.11.2023
- 75 Glorious Years of National Defence Academy – 30.11.2023



December, 2023

- 125 Years of Hindu College – 05.12.2023
- India Art Architecture Design Biennale 2023 – 08.12.2023
- Celebrating India and Oman's Friendship – 15.12.2023
- Rani Abbakka Devi – 15.12.2023
- Acharya Sushil Kumar – 24.12.2023
- Khartargachha Millennium – 26.12.2023
- 50 Years Pandit Jasraj Pt. Motiram Pt. Maniram Sangeet Samaroha – 27.12.2023
- 125 Years of Ramakrishna Mission – 27.12.2023
- Diamond Jubilee of Sashastra Seema Bal – 29.12.2023
- 200 Years of Indian Origin Tamils in Sri Lanka – 30.12.2023





Department of Posts was entrusted with the responsibility of organizing Meri Maati Mera Desh (MMMD) events in seven (07) States viz. Bihar, Himachal Pradesh, Odisha, Rajasthan, Karnataka, Tamil Nadu and Telangana.

On 29th and 30th September, 2023, the Postal workforce accomplished an extraordinary feat by covering 75,216 locations in 1276 blocks for Mitti collection and Amrit Kalash Yatra at village and ward level witnessing Jan Bhagidaari of more than 10 lakh people.

Meri Maati Mera Desh Campaign

NATIONAL POSTAL WEEK 2023

- **World Post Day (9th October, 2023)** - 4,920 offices displayed the World Post Day and National Postal Week Banners, engaging in 272 Press interactions.
- **Vittiya Sashaktikaran Diwas (10th October, 2023)** - Over 957 Dak Chaupal events drew participation from over 80,000 individuals, accompanied by quiz competitions engaging both customers and staff.
- **Philately Day (11th October, 2023)** - 1133 interactive sessions were conducted in schools involving over 1 lakh students. Philatelic workshops and seminars in 366 locations attracted more than 30,000 participants.
- **Mails and Parcels Day (12th October, 2023)** – Department organized 1774 customer meets and 1128 staff workshops, ensuring more than 10,000 customers and over 19,000 staff members who were apprised of the latest developments and best practices in Mail and Parcel delivery.
- **Antyodaya Diwas (13th October, 2023)** - 1235 financial literacy camps were attended by 43,385 individuals. Aadhaar camps were organized in LWE/Backward areas, resulting in over 67,638 Aadhaar enrollments and updates. Noteworthy achievements included enrolment of 4977 PM Jan Suraksha Schemes through Common Service Centers (CSC) and 3929 Group Accident Guard (GAG) policies sold through institutional channels.



INDIA POSTS' PRESENCE AT THE GLOBAL FRONT



Department of Posts' "Dak Ghar Niryat Kendra" initiative has received **Special Jury Recognition** at the Universal Postal Union (UPU) 1st Trade Post Award ceremony 2023 for '**Gender Trade Inclusion Through the Post**' empowering MSMEs, women and underserved communities through innovative Postal solutions. Minister (TA), Permanent Mission of India in Geneva received the Award certificate from Director General, UPU at International Conference Centre Geneva on 6th December, 2023.

India Post and Deutsche Post (Germany) signed a bilateral Tracked Packet Agreement on 4th October 2023 on the sidelines of 4th Extra Ordinary Congress of UPU in Riyadh, Saudi Arabia, to start Tracked Packet Service. The Agreement is an important step towards promoting cross border e-Commerce exports between the two countries. Germany is an important export destination for India and with signing of this Agreement number of partners for tracked packet service has reached to 41. The Agreement also enables sharing of tracking events on the registered services.



Participation in International Meetings

- A three-member delegation participated in 4th Extraordinary Congress of the UPU held from 1st – 5th October, 2023 in Riyadh, Saudi Arabia.
- A two-member delegation participated in EMS Global Strategy Workshop, POC and CA sessions of the UPU from 26th October – 10th November, 2023.
- A two-member delegation participated in Inaugural APPU CEO Forum and APPU Postal Business Forum from 20th - 22nd November, 2023.





Secretary (Posts) led the Indian delegation to Riyadh, for the 4th Extraordinary Congress of UPU from 1st to 5th October, 2023.



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